

The PENTAGON

Published By and For the Employees of the



Central Power and Light Company

Volume 3

SAN ANTONIO, TEXAS, DECEMBER, 1928

No. 12

Company Takes Part in Commerce Convention

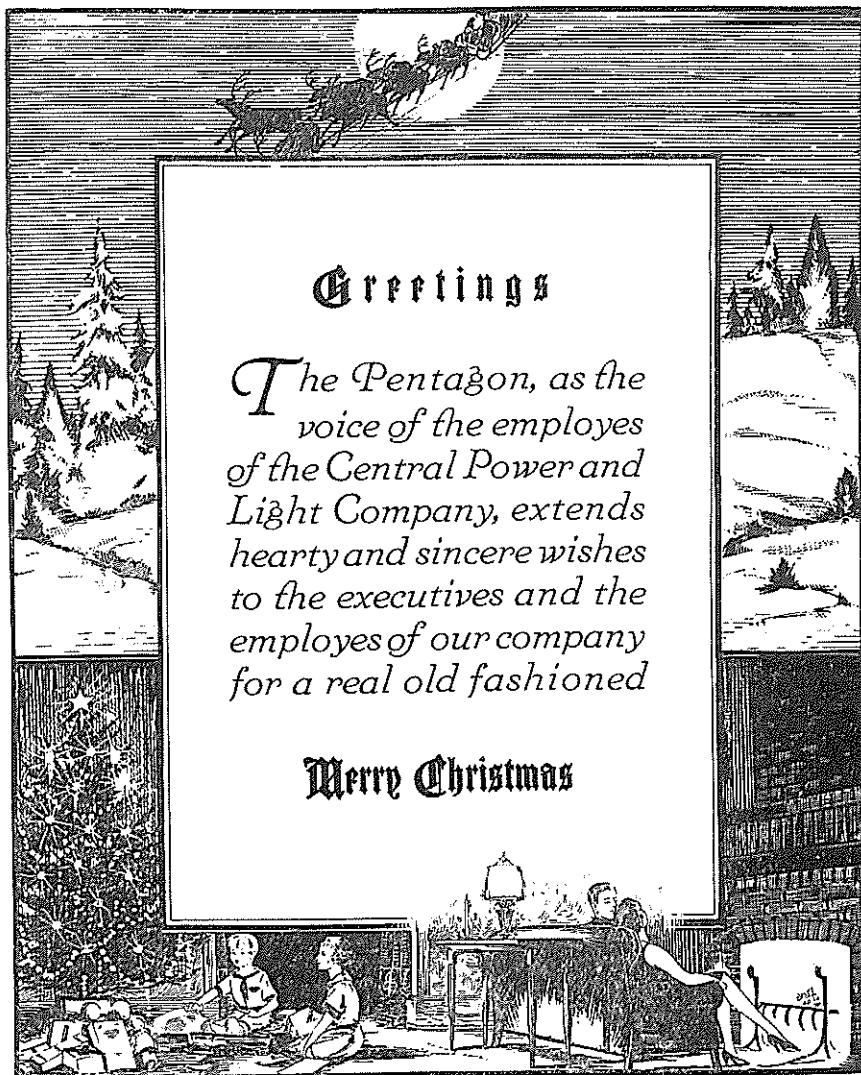
On November 19 and 20 the second annual convention of the South Texas Chamber of Commerce was held in Laredo with a representative attendance of several thousand people.

A program full of interesting events and discussions had been planned with the result that problems of import to South Texas were dealt with and ways and means planned whereby each problem might eventually be solved. The four major topics discussed were "Air Transportation," "The Commercial Value of Outdoor Conservation," "Community Advertising" and "Highway Construction and Maintenance."

A competition of bands, held under the auspices of the South Texas Band Teachers Association, served to liven up the occasion greatly and stimulate good natured rivalry among the representatives. Another extremely interesting feature of the program was a speaking contest engaged in by boys and girls from high schools of various South Texas communities. The subject used by the contestants was "My Home Town." San Benito's representative won the first prize, Del Rio's second and Victoria's the third.

An innovation at this convention was an industrial exhibit sponsored jointly by the South Texas Chamber of Commerce, the Laredo Chamber of Commerce and the Central Power and Light Company. This exhibit brought to the attention of dealers and jobbers the many articles manufactured in South Texas, some of which may be unknown because of the lack of advertising. There were forty-eight products shown which were not known to be manufactured in South Texas by the majority of the ten thousand people who viewed them.

The idea of such an industrial display was conceived by the Central Power and Light Company. E. B. Neiswanger, Vice President and General Manager, was made chairman of the exhibit, W. E. Dickerson, of the Industrial Department, obtained the various products and W. D. Alexander, District Manager of the Laredo District, planned for their arrangement.



Accident Injures Hi-line Workers

A Central Power and Light Company truck containing hi-line workers was overturned at Long Hollow bridge about three miles north of Devine on November 19. The accident was caused by a car crowding the truck off the side of the road.

The men who were in the truck were: Magness Skinner, foreman; Roy Smith,

driver; Carl Seat, Lee Runnels, A. G. Hodges, and Guadalupe Martinez. All of them were badly shaken up and bruised but only two received severe injuries. After first aid treatment at Devine the men were taken on to a San Antonio hospital for examination and further treatment. With the exception of Mr. Runnels, whose leg was broken, and Mr. Smith, who received a serious body injury, the men were all dismissed after examination.

PENTAGON

Published By and For the Employees of the Central Power and Light Company

General Office - - - San Antonio, Texas

Dwight A. Carlsen - - - - - Editor
Mary Edwards - - - - - Associate Editor

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions.—Abraham Lincoln.

President Kennedy Donates Safety Cup



A silver trophy cup, donated by James C. Kennedy, vice president of the Central and South West Utilities Group will be awarded the member company which has fewest days of lost time accidents in 1929. The computation of time off will be computed on a basis of the total working days, as shown in the regular monthly reports of each company to Jay

Allan Reid, Director of Safety. Should any differences of interpretation of the rules arise the Board of Directors of the Central and South West Utilities Company will make the final decisions.

The loss of time due to the more serious accidents such as loss of eyes, amputations, or accidents which may prove fatal, will be computed in accordance with the National Safety Council's table of specific injuries.

The contest will close with the calendar year 1929.

Famous Turkey Trot Has Interesting Start

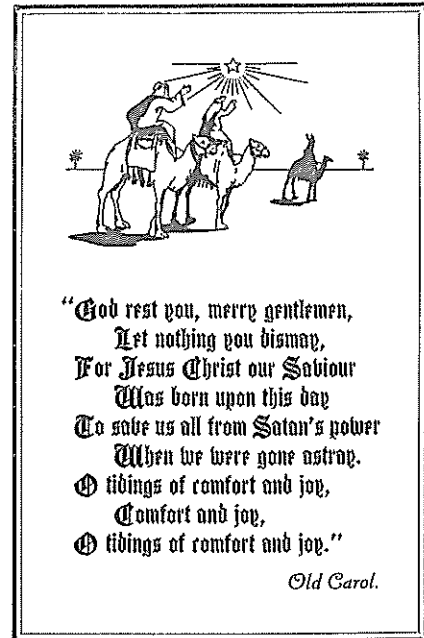
Submitted by O. T. McAlister

Cuero's annual Turkey Trot was held in November and as usual attracted much attention in Texas and in all other parts of the country. It is interesting to know how this unique celebration originated.

As far back as 1903 there were some small plants in Texas that were buying and dressing a few turkeys for express shipments to the northern markets. The first two of these were in Brownwood and Houston. The shippers, in looking for a better locality for plying their trade—discovered Cuero, it being especially adapted to turkey growing. They came into Cuero about 1908 and found that by encouraging this business in the vicinity, they could build bigger and faster—and by 1912 Cuero easily had the largest turkey dressing plant in the world. Turkeys were being obtained from a very wide range at that time.

A Cuero citizen, J. P. Bridges, coined the words "Turkey Trot" and recommended to the Cuero Chamber of Commerce that it have a large turkey parade and call it the "Cuero Turkey Trot." This was done for the first time on November 11, 1912. By 6 o'clock on the morning of the 11th there were no less than 18,000 live turkeys gobbling on the hills around Cuero waiting to get into the parade. The Turkey Trot Committee, however, decided that it would be unnecessary to have so many parade but there were actually 11,000 turkeys driven through the streets of Cuero on that day, led by our Governor and his staff. The moving picture companies had their cameramen on hand taking pictures from every corner. These were thrown on screens all over the nation. In this manner the turkey industry gained world-wide publicity and became a prominent part in the farmer's daily avocation.

Neighboring towns, especially Gonzales, Nixon, Yorktown, Goliad and Victoria, have probably derived as much benefit from the publicity of the celebration as



"God rest you, merry gentlemen,
Let nothing you dismay,
For Jesus Christ our Saviour
Was born upon this day
To save us all from Satan's power
When we were gone astray.
O tidings of comfort and joy,
Comfort and joy,
O tidings of comfort and joy."

Old Carol.

has Cuero. In fact, the entire State of Texas has benefited very materially from the advertisements that have come about because of this original and unique pageant, to say nothing of the benefit accruing to the farmers. Before the advent of this turkey industry it was a common occurrence to see a farmer sell a big gobbler for seventy-five cents, while the female of the species sold for fifty cents. It is not uncommon now to see the farmers sell a big fat tom for \$7.00.

A celebration of this kind costs a great deal of money, mainly because the turkeys lose about ten per cent in weight in preparation and in the drives. The accompanying photograph shows a picture of the 1928 Turkey Trot. Only 5,000 turkeys were in this parade, as it was considered unnecessary to accumulate a larger flock. Contemporaries in the turkey dressing business, especially those of Gonzales, Nixon, Goliad and Yorktown, have gone the limit to cooperate with Cuero in putting over this drive.

The 1928 Turkey Trot was a success from every point, except that it cost a great deal of money, but the Cuero Chamber of Commerce feels that this advertising will amply compensate it for all the trouble and expense that has been incurred.

—(CPL)—

Teacher (to unusually bright student)
—Abie, how much would \$500 at 2 per cent amount to at the end of a year?

(No answer).

"Don't you know that Abie?"

"Yes, but I'm not interested in 2 per cent."

—(CPL)—

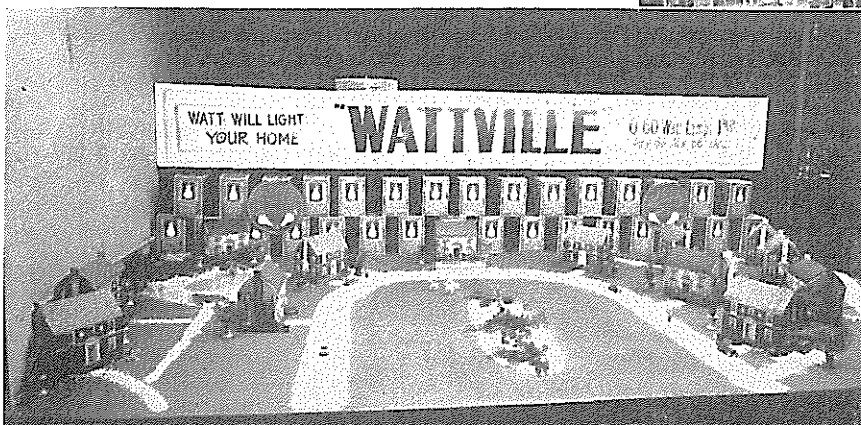
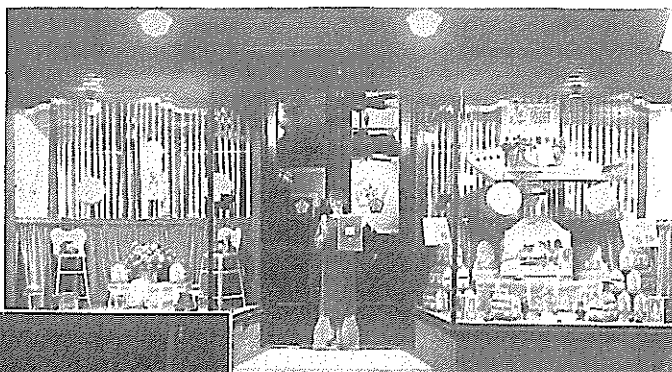
"If you were condemned to die, what kind of death would you prefer?"

"Old age."



A few of the 5000 turkeys who proudly strutted down the streets of Cuero during that city's Annual Turkey Trot.

Below is pictured the Corpus Christi local office window which won first prize for the most attractive window displayed during the October lamp campaign. The second prize was awarded to the Luling office whose window is pictured at the right. Many other local offices submitted photographs of lamp windows which were very attractive and which made the competition for prizes exceptionally keen.



Pep and Prizes in Oct. Lamp Campaign

Among the various appliance campaigns conducted recently by the Central Power and Light Company, none has met with more general enthusiasm among the employees than October's lamp selling campaign. The results of this enthusiasm were prizes and nice commissions for the employees taking active part and a total of 37,759 lamps sold for the Company.

Laredo sold the most lamps per meter, 5.41 being the goal reached by the employees there and San Diego's sales of 3.9 per residential meter led in that respect. Corpus Christi won the prize for the most attractive show window.

An interesting phase of the lamp campaign was the salesmanship ability the women displayed. Of the 37,759 lamps sold, 19,775 were sold by them. The four prizes offered to the women were won in the following order: Hortencia Cruz, Hebbbronville, 4.2 per meter; Martha Brown, El Campo, 3.5 per meter; Ida Crockett, Taft, 2.6 per meter; Edna Albrecht, Eagle Lake, 2.4 lamps per meter.

73 shares; San Antonio, 67 shares; Winter Garden, 29 shares; Laredo, 20 shares. Marfa, Alpine, Del Rio and Houston are still "among those missing."

The stock selling campaign is just getting a good start and the outcome of the third month will no doubt show some interesting changes.

San Antonio Receives Power From Company

For the second time within a short period, interconnection on a large scale proved its merits by enabling the Central Power and Light Company to assist the San Antonio Public Service Company through a trying situation.

During the latter part of November the blading was stripped on the large turbine at the Public Service Company's Comal Plant in New Braunfels. The power reserve of the company was greatly lessened by the accident and the Central Power and Light Company, as it did a short time ago, helped to carry such load as it could by feeding electric energy into the Public Service Company's system at Lytle where the two companies interconnect. The Central Power and Light Company furnished this electric energy by the purchase of additional energy from the West Texas Utilities Company—whose system interconnects at the north line of Val Verde County.

To fortify both companies in such emergencies as this recent one, the two are jointly constructing a transmission line which will connect the Central Power and Light Company's transmission system at Luling, Power District No. 1, with the transmission system of the Public Service Company. When it is completed, this line, which will have a 6,000 kilowatt capacity, will fill in the only gap in an unbroken system of interconnection between Houston and San Antonio.

(CPL) —

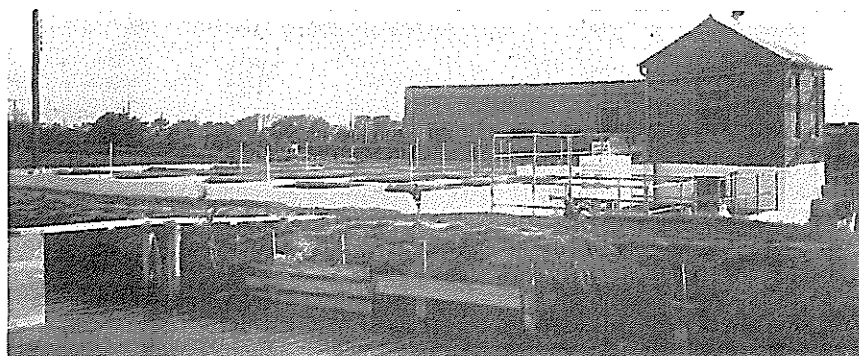
Freddie—"I'm going to steal a kiss."
Birdie—"Let the crime wave begin."

Rice Belt Leading In Stock Campaign

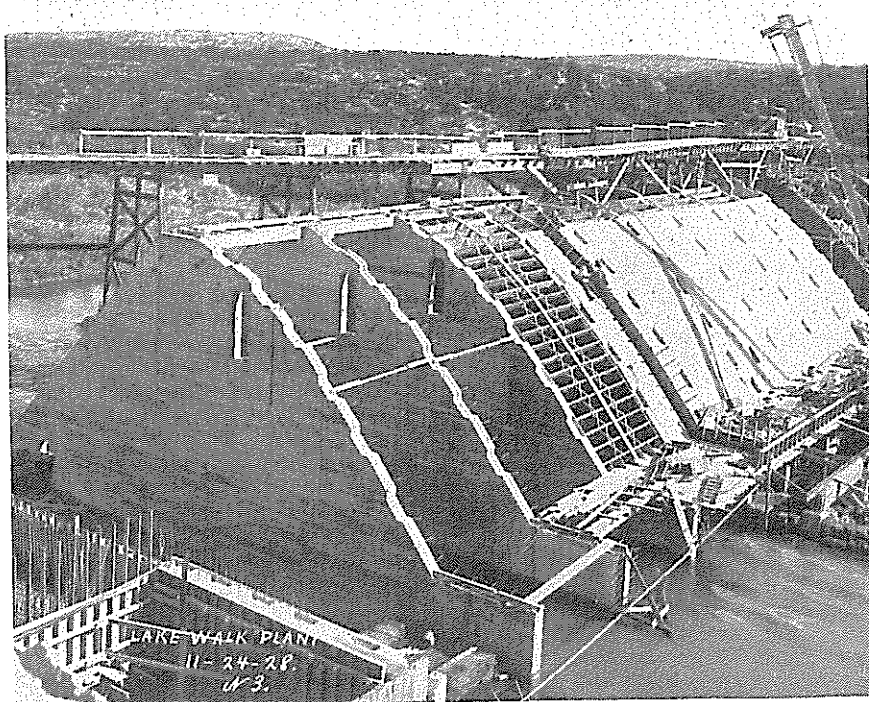
The second month of the stock selling campaign closed showing total sales of 353 shares of stock. This brings the amount sold during the two months up to 1219 shares.

The Rice Belt District still leads with total sales of 384 shares, having sold 98 shares during November. The Guadalupe District, which at the end of the first month occupied third place, forged ahead of Victoria and now occupies second place. One hundred eighty shares were sold by the Guadalupe District the second month, raising its total to 304 shares. Victoria, which only sold one share during November, holds third place now, with a total of 163 shares to its credit.

The order in which the other districts rate is: Valley, total 91 shares; General Office, total 88 shares; Gulf Coast, total



McAllen filter plant whose capacity has recently been increased to approximately 1,200,000 gallons per day.



Construction is progressing rapidly on the Lake Walk hydro plant on the Devil's River. A section of the concrete dam is pictured above.

Devil's River Generates First Electric Power

Work on the Devil's Lake hydro-plant on the Devil's River near Del Rio is rapidly drawing to a close. The concrete topping or rollway on the dam is being placed, and as a result of the masonry work having been finished, the water in the lake has been raised to an elevation of about thirty-eight feet.

Taking advantage of this partial head available, the water wheel and generator have been undergoing tests for some time, preparatory to placing in regular service.

On Sunday, December 9th, at 6:40 p. m. the switches at this plant were closed, and the first hydro electric power generated by the Devil's River was sent on its way into the extensive transmission system of the Central Power and Light Company in this territory, thus making another milestone in the progress of the western part of our state.

Several weeks yet will be required before this project is completed in all details. The remaining work is, however, being rushed and it is anticipated that the full head of forty-five feet will be available by the end of this month.

—(CPL)—

Company Entertains Editors at Dinner

More than one hundred members of the Texas Editorial Association, which for the second consecutive year held its annual convention in the Valley, were the Central Power and Light Company's dinner guests on Thanksgiving Day at the Stonewall Jackson Hotel in San Benito.

Besides the association members, there were present press and company representatives from various parts of the Valley and W. D. Boone and D. A. Carlsen of the General Office. F. C. Ludden, District Manager, presided as toastmaster.

Entertainment for the occasion was furnished by the "Four Kilowatts," the Central Power and Light Company's popular quartette, and by Lorraine Morrow, a San Benito High School pupil, who repeated the speech, "My Home Town," which won for her the public speaking contest held in Laredo recently.

The Texas Editorial Association was organized in 1911 by Colonel Frank P. Holland, president of the "Farm and Ranch" at Dallas. Originally, only those who had served the press for at least thirty years were eligible to membership. In recent years, however, this ruling has been changed, and the present membership eligibility is based on a service of twenty years.

Employees Respond To Savings Plan

That the employees of the Central Power and Light Company realized the advantages offered by the Middle West Utilities Company Employees Savings and Investment Fund, was demonstrated by the number of subscriptions made. Out of the 908 employees who were eligible to the plan, 315 were subscribers.

Since the series just closed was designated as "No. 1," there will no doubt be another opportunity available to those who did not subscribe this time.

2 More Communities Get Electric Service

Two recent additions to the Central Power and Light Company are the towns of Harper, in the San Antonio District, and Sandia, in the Gulf Coast District.

A distribution system was constructed in Sandia which is furnishing that town with its first electrical service.

The company is planning improvements in Harper which will very materially better the service. Mr. McDougal, of the Citizens Auto Company, will have charge of the company's business in Harper.

MERCHANDISE SALES

District	Month of November		Year to Date	
	Total Sales	Sales per meter	Total Sales	Sales per meter
Rice Belt	\$ 7,968.68	\$3.25	\$101,994.24	\$44.49
Winter Garden	4,241.68	2.83	52,386.86	39.24
Del Rio	5,218.23	4.98	44,280.72	38.65
Valley	6,894.11	1.17	130,728.68	33.53
San Antonio	4,663.70	2.52	44,843.99	25.44
Marfa	2,596.85	2.95	19,040.60	23.14
Victoria	1,568.11	1.21	24,827.44	20.55
Guadalupe	6,018.28	1.58	71,790.94	19.32
Laredo	2,519.32	1.28	34,549.29	17.88
Gulf Coast	5,263.35	.86	86,350.62	13.69
Natchez			16,177.96	9.98
TOTAL	\$46,952.31	\$1.76	\$626,971.34	\$25.87

DISTRICT NEWS SECTION

LAREDO

ARNULFO ZAMORA, *Correspondent*

The Central Power and Light Company took a very active part in the South Texas Chamber of Commerce Convention held at Laredo on November 19th and 20th.

E. B. Neiswanger was among the visitors and acted as one of the judges in the high school public speaking contest.

Other visitors from the Central Power and Light Company plants representing their home town in the convention were: W. E. Dickerson, San Antonio; Vance Porter, Rice Belt District; E. H. Eldridge, Gulf Coast District; L. M. Levinson and G. A. Pringle, Victoria and A. B. Sawyers from the Guadalupe Group.

W. D. Alexander was in active charge of the Products Exhibit where many concerns from all parts of South Texas sent their products for exhibition. Incidentally the exhibit hall was made Central Power and Light Company headquarters.

Our last safety meeting for the year 1928 was held at the Central Office hall. It is easy to realize the results that these meetings have brought about through the untiring efforts of W. D. Alexander, District Manager, and H. L. Richter, Local Chairman of Safety.

W. D. Alexander in a short talk reminded the audience to STOP! LOOK! LISTEN! at railroad crossings and ended his interesting address by thanking everybody for their splendid co-operation in attending the safety meeting.

Realitos will be our 0-5. The high line from Hebronville to Realitos has been completed and will "light up the town" just as soon as the necessary transformers arrive.

This column was one of the few that had failed to show the "proud father" item, but this month it will carry plenty. Earl Grabe, line superintendent, is the proud father of a baby girl, H. L. Richter, power plant engineer, is the father of a baby boy, and P. H. Young, merchandise salesman, is father of a baby girl. Latest reports show the kids doing well—"so are their old men"—but we are still waiting for those cigars.

Hortencia Cruz, cashier at Hebronville, came to Laredo to attend the safety meeting and incidentally to spend some of that lamp money. Miss Cruz won the first prize in the Women's Committee contest during the October lamp campaign.

Conchita Garcia is hanging her head. What's the trouble, Conchita? It'll come back, bigger and better than ever.

Callie Kline stops at nothing. At the close of the year (leap) she goes and

purchases a brand new Pontiac coach. Let's all watch closely.

Olive Chamberlain is taking the rest cure for the coming week. We all agree she is certainly entitled to it.

Lupe Rosebaum hears bells continuously (wedding bells). Enjoy them, Lupe, while you may, 'cause this music will not last always. It comes off after the first of the year, but the bargain was made during leap-year and we cannot but think her influence did a great deal.

—(CPL)—

SAN ANTONIO

C. F. MOTSCH, *Correspondent*

Vera Reinbach has replaced Gretchen Nagel in Fredericksburg as cashier.

Lucille Burris of Cotulla was appointed Chairman of the Women's Committee in the San Antonio District. This position was formerly held by Gretchen Nagel.

The District Office was rather surprised on the 31st of October by a visit from J. C. Mead of the Statistical Department. It is very seldom that anyone from the General Office ever calls on the San Antonio District Office, and Mr. Mead's visit was a pleasant one.

G. S. Wright of Comfort arranged to take his vacation during the deer season after Governor Moody reissued his hunting license. However, the District Office has not as yet seen any of the venison.

E. W. Franke and A. C. Mosel are going to try their luck on deer hunting this week and the District Office is satisfied that this time there will be plenty of venison.

We are pleased to acknowledge a check in the amount of thirty cents from our Safety Director in payment of fines to our "cuss box." We have not yet decided whether to cash it or frame it.

The San Antonio District extends greetings and best wishes to all members of the organization for a Merry Christmas and a Happy New Year.



Above is a picture of the Central Power and Light Company booth at the Winter Garden Fair in Pearsall.

RICE BELT

MRS. FRED CARLETON, *Correspondent*

Martin S. Ruby, formerly an inspector in the Winter Garden District, has been transferred to the Rice Belt as construction foreman and will soon move his family to Bay City. Mr. Ruby is already on duty and we are glad to have him.

While the Valley boasts of its FOUR KILOWATTS, a quartette of no mean ability, the Rice Belt is the proud possessor of a six-piece orchestra which is whipping itself into fine shape. With Mrs. Leland Winston, of Bay City, as accompanist, Lurline Mallard as violinist, J. W. Westbrook on the saxophone, Terence Pollard playing the clarinet, Ovid Horne the trumpet and F. R. Schmidt the drums, the Rice Belt has an orchestra that it will soon be able to present to the public most happily. We are really quite proud of them.

That quiet and unassuming gentleman, R. W. Bussell, Manager at Bay City, is mighty timid about getting too chesty over that brand new boy at his house—Master Roland Eugene—but he is just as proud of him as can be. Master Roland Eugene arrived since our last letter.

J. B. Morton, San Antonio, paid us a brief visit recently, but we are kind of mad with him. Why does he want to hide that attractive "brunette wife" he says so many nice things about? Why not bring her up to see us, Mr. Morton? She would be mighty welcome.

We are not informed as to J. D. Preston's status, we hardly know what to say, since we have been talking about "wives," but any way, we are glad to see him any time he comes. Better come often, Mr. Preston.

Mr. and Mrs. G. C. Musch, of the District Office, are very happy over the arrival of their young son, John Edward, whom we are glad to welcome into the family circle of the Rice Belt. The more the merrier!

Ovid Horn and Wm. Lucke, of the District Office, paid a "flying" visit to San Antonio on December 2d. From the reports of the miles covered "and how," we are really of the belief that they "flew," but since it was just an automobile, we suppose they kept down to earth. They seemed mighty happy over the trip. We wonder why?

The Employees Club of the District and Local Offices at Bay City have been busy with bridge parties and dances lately. Everybody is having a good time after the strenuous office hours and we believe will soon be positioned to challenge some other property for a real game of bridge. Who wants to come play with us?

VALLEY

L. F. BOLING, *Correspondent*

We have to hand it to Charles Briton for the neat work done on the new transformer racks which he has constructed in McAllen. After a recent survey of the McAllen situation it was found that the present system was heavily overloaded so that a rebuilding of the transmission lines for the downtown section was necessary. Mr. Briton sure did a neat job on the rebuilding of these racks.

Work is being completed on the Boy Scout Camp and a small electrical plant has been installed. The Central Power and Light Company donated the water works system to the Scouts and Mr. Ludden has been busy the past few weeks on a drive to raise the funds that are required to complete the camp.

J. H. Coleman, "our own Red," was hurrying around clipping all of the Valley newspapers this month after they had made mention that his home had been designated as one of the twenty-one model electrified farm homes in the State of Texas. The Valley was fortunate enough to get two of these farm homes mentioned here and we don't blame Red for being proud. He stated that the selling price of his place has nearly doubled since he has gotten all of this publicity.

Pat O'Brien is completing some new improvements in the transmission lines of the down town section of San Benito which like McAllen has been growing so rapidly that it is necessary to add more power. A power line has been built from LaPalma Station to the down town section to take care of the extra power load needed.

The Women's Committee of the company met at the Methodist church in Weslaco November 14th with about forty members and friends in attendance. Mrs. Goebels presided over the meeting and an interesting program was given. Miss Bonnie Val Carpenter, who is in the Valley in the interest of Universal Range service, talked on electric cookery. After the meeting refreshments were served by the ladies of the church.

F. C. Ludden answered this power trust talk very aptly at the Lions Club here the other day. It seems there were about ten employees of the company in attendance at the Lions Club meeting and after they had all been introduced the president of the club stated that it was evident that there must be something to this power trust talk since so many of the company employees were in attendance. Mr. Ludden answered that it was evident that the president did not know the Utility business for if he did he would find that there was no "trust" at all; it is all "cash" with us. Practically all of the Lions agreed with Mr. Ludden because of their experience with Lion Lancaster on their monthly bills.

We were favored with visits from several members of the San Antonio office

this month—S. M. Udden, E. B. Neiswanger, J. D. Preston, W. D. Boone, Mr. and Mrs. Voigt and D. A. Carlsen. Strange what a stimulating effect these visits have on some of our personnel.

Too bad two of our best friends from the store room have to be competing for the favor of the same young lady. They are very nice about it so far tho, Lambert takes one night and Jim the next. We are informed that a third party, a rank outsider, is also in the running. Competition is a wonderful thing.

New office space is being arranged for the Mission force and Sgt. Sherman is well pleased. The new location is in a much better location and the building is being refinished and decorated.

San Benito will soon have 131 new 100 candle power street lamps of the newest design made by the Union Metal Standard Company. Ox Higgins says that some of the people want the light but they don't seem to want it so close to their front porches—especially the daughters of some of the residents.

Miss Gertrude, formerly of the Edinburg office, has returned to work after a six months' sick leave. She will be employed in the District Office for the present.

Mrs. Ted Jahns is operating the typewriter formerly tapped by Mrs. Flint Harris who is off on sick leave. The latest report is that she is doing nicely and we hope she continues on the road to recovery.

All of the employees are printing their names out so that there will be no mistake in spelling on their passes over the new bridge south of San Benito. We are informed that Mr. Cripe is interested in the project and know of course that he will take all of us over with passes. Don't fail to hand in your name.

Elmer Morris reports that San Juan is at present leading the field in this district in the sales of waffle irons and percolators, thereby enriching the local office force. Don't forget the extra money to be made during the holidays on sales of appliances. If you don't need any Christmas money why let it go but if you feel that you could use a little, sell something and see how easy it is.

We notice that some of the boys are a little short of cash since the Texas A. & M. football game. Bill Bates says the boys put up a good fight at any rate. Some days you can't lay up a cent, you know.

The work of assembling the turbine at La Palma Station is going forward rapidly. The L. E. Myers Company state that they will be ready with the turbine about the middle of January.

An effort is being made to have San Benito the best lighted city in the Valley. In conjunction with that don't forget that we are going to light up the trees for the holidays in San Benito and will have plenty of outside tree lighting sets for

sale. Last year Dallas was mentioned widely over the country for the complete lighting that they had for the Holidays. Set a good example and light the trees about your place this year. You will be surprised at the gratifying result of outside tree lighting.

We are warning all of the employees from other districts to cut their stay in the Valley District short on their visits, for on his last visit here Mr. Carlsen stated that if he stayed here much longer he would just have to get a date. Now we have plenty of bachelors here at present. I know that with this continual atmosphere of spring a young man's thoughts will turn, but wait until we get this present crop off our hands then we will take you in your turn.

Talk about cake—Mrs. Hankins of San Benito won first prize on the angel food cake at the Valley Mid Winter Fair. Believe me it was some cake. No wonder A. B. can sell appliances so well and always has that happy look.

—(CPL)—

GULF COAST

EMILY KERRIDGE, *Correspondent*

E. H. and Mrs. Eldridge and Edward, Jr., attended the convention of the South Texas Chamber of Commerce, held in Laredo November 19 and 20, and reported a splendid meeting and a royal good time. The 1929 convention will be held in Corpus Christi, the invitation of Mrs. Lorine Jones Spoonts, president of the Corpus Christi Chamber of Commerce, being accepted.

Sears-Roebuck have opened their Corpus Christi store. Many hundreds attended the opening and welcomed this most popular store to our community.

Richard Furman and Mrs. Furman went to Galveston to attend the wedding of Dick's brother, McIver Furman, to Miss Claire McDonough. Edward Furman was best man and Herbert French was one of the groomsmen.

Corpus Christi is to have an airplane hangar. This is to be erected at the municipal airport, is to be of all steel construction and will hold three or four planes.

Artemis, the largest vessel that has ever entered our port, came in November 27. She was 500 feet long and had a 58 foot beam. She carried cotton seed cake to Danish ports.

LeReese Smyth, of our Alice office, has been made secretary and treasurer of the Alice Little Theater Club. This club expects to put on a very fine play at an early date.

J. C. Kelley, Manager at Sinton, received a broken collar bone the first part of November, when he was thrown from the running board of a car on which he was riding. He and a friend were returning from Falfurrias and stopped to assist the occupants of a car that had just gone into the ditch, and after putting

the two injured ladies in the car there was no room for Mr. Kelley inside. The sudden swerve of the car to avoid collision with another car which passed them, threw Mr. Kelley off and resulted in his injury.

M. L. Shepard, Manager at Taft, was a bit more fortunate than Mr. Kelley, for he was returning from Aransas Pass on the ferry train when a rather bad accident occurred. Mr. Shepard escaped with a few scratches and a good shake-up.

From Refugio comes the news of a "bran new" member of the Central Power and Light Company family: A little daughter has arrived at the home of Mr. and Mrs. E. P. Berly. After much deliberation she has been named Patsy Ann.

Sue Hamilton, Beeville office, has returned from her vacation spent with relatives and friends in Tyler and other East Texas points.

From Kingsville comes the report of a most successful dairy and livestock show, sponsored by the Kleburg County Dairy and Livestock Association and the Commercial Club. At this show there were exhibited the largest and finest herds of registered Jerseys in this section of the country.

HURRAH! Corpus Christi Local office won the prize for the best window in the WATT Campaign!

Gulf Coast Group is planning a splendid Christmas party for December 19. All committees have been appointed and are now at work on their plans. It is rumored that old Santa is to be present.

E. B. Neiswanger was a caller at the Corpus Christi and Falfurrias properties the last week in November.

W. D. Boone and D. A. Carlsen paid us a visit, or rather a pop-call. We are always so glad to see all these folks, but they never seem to have time to stay as long as we would like to have them.

W. E. Dickerson was another caller whom we were all glad to welcome, but like the others, just popped in and was gone again.

Instead of the regular Safety Meeting, a very beautiful memorial meeting was held on November 16th, dedicated to Bill Bradfield, our beloved young employee who lost his life in the discharge of his duties. This meeting was attended by numbers of the district employees, and by a number of guests.

All Gulf Coast employees are sympathizing with Audrey Priddy in the loss of her sister, Miss Mamie Black, who died in Houston on November 10.

On Thanksgiving Day the news came from San Antonio of the death of J. C. Bluntzer, father of Richard Bluntzer, of the Engineering Department. Mr. Bluntzer was a pioneer resident of Nueces County and an honored citizen of this community. Both young and old will mourn his loss for he has been the friend and advisor of many in Corpus Christi and this section for years.

GENERAL OFFICE

CHARLOTTE KIEFFER, *Correspondent*

Our annual wild game dinner is assured. E. B. Neiswanger went out and killed a big nine point buck which he says is on ice. Three cheers for the "Big Chief."

Our "small but mighty" Mr. McCoy is now enjoying a new home.

H. G. Voigt has lost all confidence in certain makes of cars; he was stuck in the mud three times near Columbus.

C. H. Geisler won a turkey for seventy-five cents then had to pay a doctor bill of five dollars. Certainly no profit in that method.

Bob Exelby waited four years, with this leap year almost over, and no hopes yet. However, he may fool us!

"Buddy" Shaefer is starting the New Year right. He has a mustache and a new Pontiac.

Joe Shanklin received a mysterious candy heart saying: "Why don't you propose?" He'd like for that certain girl to step forward.

Herbert Cushman has been transferred to Alpine, Arthur Redig has been placed in the Stores Department and A. Angerstein is taking care of the "Supplies."

We are sorry Mrs. Neiswanger was called to Colorado Springs on account of the illness of her father.

Mr. Valentine, of Laredo, must think that because banners fly they are to be charged to "Floating Equipment" account.

The tenth floor has the world upon its shoulders, according to conversation. The latest question is, "Who will have open house this Christmas?"

Lawrence St. John is a regular "Charioteer" in his rattling Ford.

We are surely sorry that Johnny Townsend couldn't kill a deer after shooting at one three times.

We sincerely hope that Jack Preston hereafter will know how to go through a swinging gate without having the fenders removed from his car.

Can't get anything on K. F. Boggus, but we hope his checks are not like his name sounds.

The Public Speaking Class enjoyed a dinner at the Blue Bonnet Hotel with some very good "after dinner" talks. L. C. Picnot deserves credit for his efforts.

The General Office wishes happiness to Grace Standefer, who was married on December 8th to John Gordon Baylor of Hebbronville. Grace was the recipient of a number of surprise gifts from the General Office girls. Our loss is Hebbronville's gain.

Ruth Eppner made a grave error—she thought she met John Gilbert, the movie actor. Immediately half a dozen girls found a reason to go on the 10th floor.

Well! Well! So M. A. Ray needed binoculars when he went to see "Gay Paree."

R. W. Price went to a hotel in Laredo with his brief case, only, and couldn't

understand why the clerk wanted the room rent in advance. However he convinced the manager he belonged to the Central Power and Light Company.

The annual election of the Employees Club was held November 27, with the following officers elected: J. M. Wilson, President; Mary Edwards, Vice President; Alice Huebner, Secretary; Ella Ahr, Assistant Secretary; B. B. Seegar, Treasurer, and Dorothy Stuart, Assistant Treasurer. Those elected to serve on the board of directors are: J. R. McCoy, T. A. Gunn, Rex Elmore and E. A. Duce.

—(CPL)—

VICTORIA

LUCILLE MOORE, *Correspondent*

The finishing touches are now being put on the work at the Victoria plant and everything is looking considerably better. The old barn has been torn down and is to be replaced with a new one. Concrete walks are being placed around the plant, which will be a great improvement, especially in rainy weather. Mr. Sheffey advises us that paint has just been received to paint the floors and all woodwork about the place.

J. B. Morton, S. M. Udden and W. P. Gilder were recent visitors at the Victoria plant, looking over the improvements that are now in progress.

R. C. Roy, formerly employed by the Middle West Utilities Company at Hammond, Indiana, is now merchandise manager of the Victoria District. We are very glad to have him with us and feel that there will be an increase in the merchandise sales of this district in the very near future.

We are sorry to report the death of the father of F. C. Wagner, one of the operators in the Victoria plant. He was killed in an interurban accident which occurred in his home town, Terre Haute, Indiana.

We have had the pleasure of having W. E. Dickerson here several times recently in the interest of locating industries in this section.

Two of our employees, Jesse Sitterle and Connie Albrecht, have been on the sick list for the past few days. Here's hoping they will soon be back on the job.

Our dispatcher advises us that the Victoria plant has been asked to assist with the Houston load for a few days. Victoria is getting to be a real power plant.

Very interesting and instructive range demonstrations were held in Victoria and Port Lavaca by Miss Seastrunk during November. Much interest was created in both towns.

L. M. Levinson, District Manager, attended the fair held in Laredo recently. He was accompanied by G. A. Pringle, Manager of the Chamber of Commerce here.

Our Country Club house has been completed and a standing invitation is out to all Central Power and Light Company employees to call when convenient.

WINTER GARDEN

SAM SCHLEICHER, *Correspondent*

The addition to the ice dock at River Spur, near Crystal City, is just about completed.

Movement of spinach in the Winter Garden District will begin about December 10th.

The addition to the Crystal City ice plant will be completed about the 10th of December. When this new unit is completed Crystal City will have a total capacity of 160 tons daily. COME TO CRYSTAL CITY WHERE WE MAKE ICE IN THE WINTER TIME.

Crystal City is still adding to its motor load.

Carrizo Springs is taking on some more new buildings, and in each one we are getting a very nice connected load. A new brick garage has just been finished and the Women's Club building is going right along. (We are glad to see this club erected—now the women will have an excuse for being out after 9 p. m.) Both of these improvements add much to the general appearance of the town.

On the 19th and 20th of November the Carrizo Springs Office conducted a two hour demonstration in the afternoons, serving hot waffles to its customers. To Mrs. Ruth Kilpatrick and Mrs. L. C. Buckland is due the credit for the success of this demonstration.

The Carrizo Springs Office has enjoyed having the following visitors in the last week or so: Mr. Morris of Dallas, Mr. Voigt of San Antonio, and Mr. Harris and Mr. Ray, also of the San Antonio organization. It has also enjoyed several visits from the District Office.

We heard it rumored that Hoover was elected. "Railroad" Boerner, our beloved chief clerk, has just about quit whistling "The Sidewalks of New York." A good many of the boys are glad Hoover was elected for no other reason.

Uvalde voted and sold bonds amounting to \$200,000 for the purchase and improvement of the Uvalde Water Works. This will mean a lot for Uvalde, as the present system is very inadequate.

"Daddy Has Been Hunting."

In spite of B. Morrison's reputation of being a good hunter, we are beginning to have doubts. He was out two days last week and didn't get his buck. However, he has a pretty good alibi so we will give him another chance. He found out the last day he was out that his "smoke wagon" was busted and wouldn't shoot. He says the walk did him good though. Joe Carper didn't have any alibi—he just missed his. R. A. Ewing, who spent part of his vacation in the Chisco Mountains helped to bag a nice ten point black tail deer.

Uvalde held her second annual pecan show this month with a great many unusually good exhibits. B. Morrison can give expert information along this line

now as he took second prize for Stewart variety. Between fifty and seventy-five cars of pecans will be shipped from Uvalde this fall and as far as we know that is the world's record.

Clint Howard, formerly with the district store room, is now with the Winter Garden construction crew and D. D. Cleveland has sufficiently recovered from his "burns" to get back with the gang. "Cleve" feels mighty lucky and promises to be more careful than ever in the future.

Alice Schuetze was a welcome visitor at the Women's Committee Meeting this month.

We don't know whether "Fly" Carper, district store keeper, is of Scotch descent or not but he's been serenading a good deal lately, and "I Can't Give You Anything But Love" heads his list.

Looks like Frank Schultz is being a little hard on Ed Smith. We noticed a letter on his desk which read: "Dear Ed.: I am sending you under——." That's all there was but may be he hadn't finished it. We hope so as we'd hate to see Ed put down like that.

—(CPL)—

GUADALUPE

M. S. SPOONER, *Correspondent*

Capt. E. J. Carson has been in Gonzales for the past few weeks on water main extension work.

The girls of the Guadalupe Group say the meeting held at Moulton in November was the best ever.

L. J. Haney, our district meterman, was operated upon for appendicitis on Sunday, November 25th.

Laura Pier of Bay City is now with the District Office at Cuero, Texas.

Elva Lee Glover of the Nixon office had the honor of being selected as one of the Duchesses of the Floresville Fair.

Our last letter from Mr. Linnartz states that he is not doing so well, due to shortage of teeth. However, we hope that when he gets new teeth he will be enabled to eat as of yore and enjoy good health.

Within the next few days we will take on quite a bit of electric motor pumping in the Luling oil field, as well as furnishing power for one well drilling outfit.

Sue Hamilton, of the Beeville office, while visiting in Gonzales paid the office a pleasant call. At the same time we noticed one finger that showed that Miss Hamilton is now mortgaged property.

The District Office must not be doing anything as they have reported nothing for the past month.

We are sorry to report Miss Ellis and Miss Pier, of the District Office, sick with colds.

Saturday, December 1st, we started serving the town of Leesville, starting with thirty-five customers.

Mr. Walters and his men are now busily engaged in building a new substation at Luling for the purpose of tying in with the San Antonio Public Service Company.

Jest 'Fore Christmas

By Eugene Field

Father calls me William, sister calls me Will,

Mother calls me Willie, but the fellers call me Bill.

Mighty glad I ain't a girl—ruther be a boy.

Without them sashes, curls, an' things that's worn by Faunteroy!

Love to chawnk green apples an' go swimmin' in the lake—

Hate to take the castor-ile they give for belly-ache!

'Most all the time, the whole year round, there ain't no flies on me,

But jest 'fore Christmas I'm as good as I kin be!

Gran'ma says she hopes that when I get to be a man,

I'll be a missionarer like her oldest brother Dan,

As was et up by the cannibuls that lives in Ceylon's Ile,

Where every prospeck pleases, an' only man is vile!

But gran'ma she has never been to see a Wild West show,

Nor read the Life of Daniel Boone, or else I guess she'd know

That Buff'lo Bill an' cowboys is good enough for me!

Excep' jest 'fore Christmas, when I'm as good as I kin be!

And then old Sport he hangs around, so solemn like an' still,

His eyes they seem a-sayin': "What's the matter, little Bill?"

The old cat sneaks down off her perch an' wonders what's become

Of them two enemies of hern that used to make things hum!

But I am so perlitte an' tend so earnestly to biz,

That mother says to father: "How improved our Willie is!"

But father, havin' been a boy hisself, suspicious me

When jest 'fore Christmas, I'm as good as I kin be!

For Christmas, with its lots an' lots of candies, cakes, an' toys,

Was made, they say, for proper kids an' not for naughty boys;

So wash yer face an' bresh yer hair, an' mind yer p's and q's,

An' don't bust out yer pantaloons, and don't wear out yer shoes;

Say "Yessum" to the ladies, and "Yessur" to the men,

An' when they's company, don't pass yer plate for pie again;

But, thinkin' of the things yer'd like to see upon that tree,

Jest 'fore Christmas be as good as yer kin be!